

Fort Detrick Business Development Office

***Working
together with the Garrison and 42
Mission Partners***

John Gregg

Business Development Specialist

Fort Detrick Business Development Office

Darryl Rekemeyer

Director

Fort Detrick Business Development Office

OUR AGENDA

- **WHO IS THE FDBDO?**
- **WHAT DO WE AND CAN WE DO FOR YOU AND THE BUSINESSES YOU DEAL WITH?**
- **WHAT DO WE PROVIDE?**
- **WHY IS IT IMPORTANT TO LOCAL SMALL DIVERSITY AND LARGE BUSINESSES?**
- **PREPARING FOR THE FUTURE IN A “FLAT WORLD” ECONOMY!**

The Fort Detrick Business Development Office (FDBDO)

- **Delivers Federal Government marketing expertise to the small, SDB, diversity or SDVOSB**
 - Combines a company's skill sets or products with on-point knowledge and know-how allowing our client to tap into one of the world's largest single marketplaces.
 - First Time Entrant
 - Desire for Expansion
 - Timely
 - Cost Effective
- **The FDBDO assists clients with the transition into the Federal Marketplace:**
 - GSA Schedule Acquisition and Training
 - 3rd Party; JV's and partnering
 - Assist with advice on "go to market" strategies through Proactive Business Development
 - Guidance/Assistance in identification and pursuit of specific opportunities
- **FDBDO Proactive Business Development provides the client with:**
 - Assistance in developing a Federal Business Plan to:
 - Generate cost analysis – should we or shouldn't we?
 - Primary and Secondary targets and lead generation for staffing and other related aspects of a Federal Business Plan.
- **Leverage relationships, skills and personnel of established Federal Contractors and resellers as a Channel Strategy Support Function**
- **The FDBDO provides a "harbor master" function to the major prime and large firm seeking to meet their respective small business requirements.**

Services to our Customers – You!

- **Fort Detrick**
 - Market Research
 - “Broker” Meetings for Technologies of Interest
 - Provide Meeting Space
 - Coordinate FDBDO Assets (TEDCO, DBED, Office of Small Business Programs)
- **42 (38 currently) Mission Partners**
 - DHS – NBACC as an Example
 - NCI/ Frederick

Fort Detrick Business Development Office

- **Our Mission:**

“Through a powerful combination of Government sales experience, industry expertise and channel management techniques, the FDBDO accelerates the sales process by guiding clients through Government marketing, sales and contractual challenges thereby improving performance, shortening time-to-market and enhancing profitability for the client while offering our Customers, Fort Detrick and the Mission Partners, a more competent cadre of providers.”

Our Vision:

“To deliver essential consulting, marketing advice and assistance, sales counseling and a forum for discussion of contractual and other B2G and G2B issues – cutting a direct, profitable path between our client organizations and the Government markets represented by Fort Detrick and the Mission Partners who are best served by a knowledgeable, innovative clientele.”

SERVICES

- **Vendor Registration – Database of Vendor Assets Maintenance**
- **CCR/ORCA Registration Coaching**
- **Training**
- **Business Development Coaching**
- **Broadcast Opportunities**
- **AAF**
- **Proposal Review & Comment**
- **Matchmaking**
- **Public Relations**
- **Single point of entry for:**
 - Small Business Programs Office
 - TEDCO
 - OED
 - Technology Transfer

SAMPLE ENTRY FIELDS

FDBDO DATABASE – OUR SINGLE MOST IMPORTANT DELIVERABLE UNDER OUR CONTRACT!

ACT! by Sage Premium for Workgroups 2006 - FDBDO

File Edit View Lookup Contacts Groups Schedule Write Reports Tools Help

1 of 112 My Record Last Name... Company... Contacts Contact List

Back Contact Detail View Groups/Companies...

Contact John Becker **Salutation** John **Last Attempt** **Last Reach** **Last Results** **Last Meeting** **Edit Date** 9/5/2006

Company 3M Company **Title** Business Manager **Department** **Assistant**

Address 3M Center, Government Markets Center
Building 0225-04-N-15

City Saint Paul **State** MN **ZIP Code** 55144-1000 **Sex** M

Co. Phone (800) 388-5035 **Ex** **Mobile** (973) 714-0398 **Spouse** **Birth Day**

Phone (866) 556-5712 **Ex** **Fax** (973) 208-7220

E-mail jbecker@mm.com **Web Site** www.3m.com/gov

ID/Status FDBDO USER INTAKE **CCR Registered** Yes **Electronic Media Attached** Yes

Co Type N/A Small Business **Accept Credit Cards** Yes **Referred By** Daryl Rekemeyer

NAICS 212319,323115,325222,325520,32599 **GSA Schedule** Yes **Expertise** ABRASIVE MATERIALS
ABRASIVE PRODUCTS

Level 3 **NBACC Operation** ☐

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Notes History Activities Opportunities Groups/Companies Secondary Contacts Documents Contact Info User Fields Home Address

Add Document Remove Document Edit Document Map To Excel

Name	Size	File Type	Date Modified
3M Company Key Words.doc	24 KB	Microsoft Word Document	7/11/2006
3M Company Intake Form FDBDO.doc	83 KB	Microsoft Word Document	7/11/2006
3M Company Capabilities.ppt	1,290 KB	Microsoft PowerPoint...	7/11/2006

Layout

start ACT! by Sage P... Weekly Goals 1... Inbox - Microsof... Adobe Photosh... Parent - Adobe ... Microsoft Power... 4:12 PM

$$TL^2 + D = C$$

Formula for a Succe\$\$ful Vendor!

TRUST:

- Past Performance
- True Understanding of the “Government’s Business!”

LATITUDE/LONGITUDE AND DEPTH:

- To Succeed in Performance Based Contracts
- Provide new and innovative capabilities
- Maintain Economic Currency – Technology & Funding Sources

Role of The Business Development Professional is both tactical and strategic

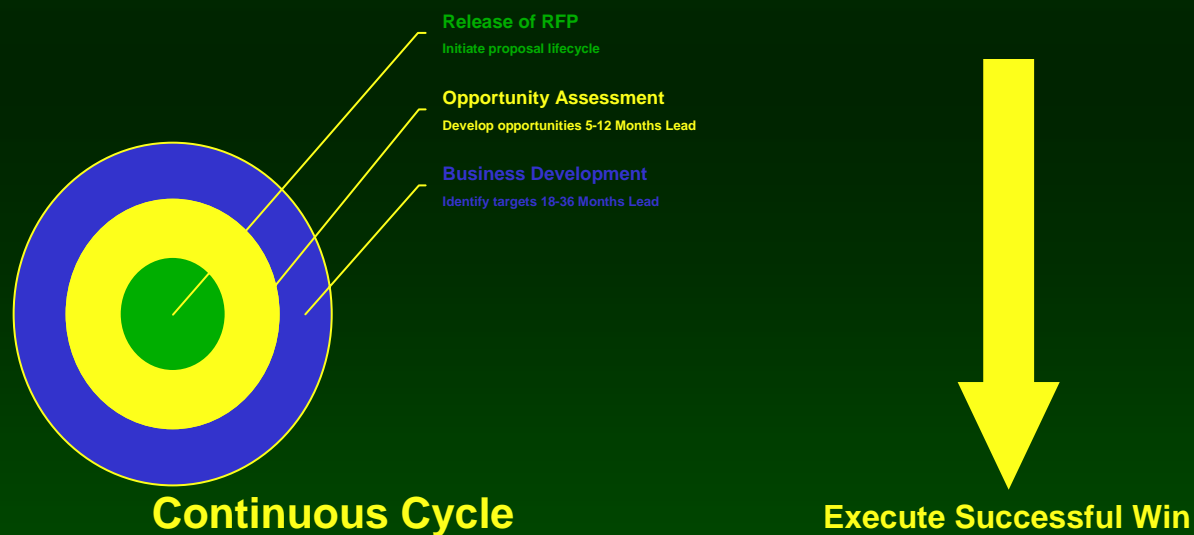
- Large company (vs) small
- May cast a wide net or focus on a smaller area going deeper into supporting throughout the process
- Focus on a specific agency or group of agencies
- Support a specific group within a company
- Represent a specific group of capabilities

Government's View

- **Hopefully, several good companies, strong past performance, submitting good proposals**
- **Surprised if this does not occur**
- **Well....what happened?**

Business Capture Process – Where it all comes together!

Keep your Eye on the Target!





SUCCESS!

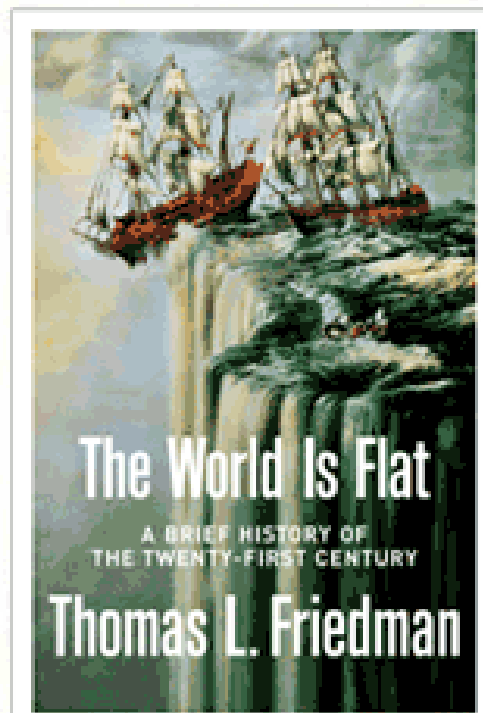
The Government

The Vendor

The Community

**The Best of All
Worlds!**





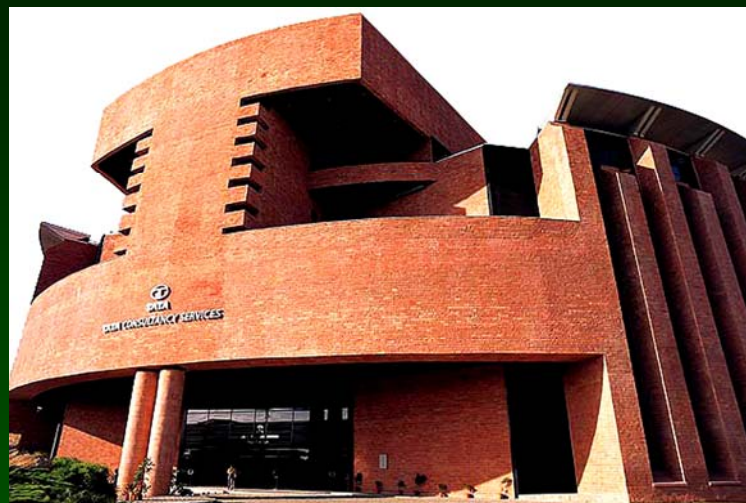
**Competition is
changing!**



Broad Mix of Influence

- **Challenges for Federal Procurement**
- **Challenges for the Small, Diversity Business**
- **Challenges for the Large Business**

An Examination of one
such Major Competitor in
the emerging global
economy!



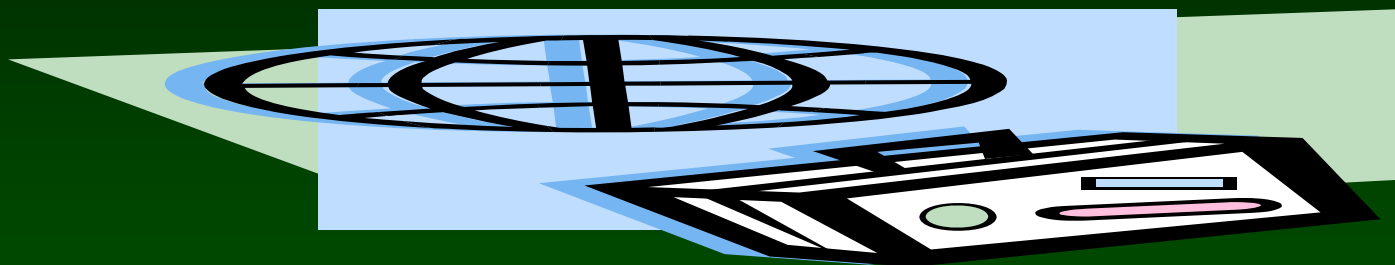
TATA influences in the US

- TATA Tea = Tetley Tea
- TATA Motors = Cummins Diesel
- TATA AutoComp = Owens-Corning
- TATA Telco Construction Equipment = John Deere; Pauling & Harneishfeger
- TATA Consultancy = BEA; BlueMartini; Ariba; IBM; NCR; Microstrategy; Siebel; Cisco; Oracle; Baan; Sun; Microstrategy; Verisign; UC – Riverside; Carnegie Mellon; U of Wisconsin
- CMC = SUN; SG; Microsoft; HP; Compaq
- Energy = TVA; BP Solar

A WHOLE LOT OF BUYIN' GOIN' ON!!!!!!!!!!!!!!

Conversely, WALMART, one of the world's largest merchandiser's is establishing a base in China!

China is on an acquisition program as well in all areas of the world!



QUESTIONS?

